

Job Description

Role Title:	Digital Manager
Dept:	Marketing, Recruitment & External Relations
Reference:	MPF4453
Grade:	7
Full or Part time:	Full time (12 mths fixed term)
Hours:	1.0 FTE
Reports to:	Brand & Campaign Manager

Overview

Directorate overview

Marketing, Recruitment and External Relations

The Directorate of Marketing, Recruitment and External Relations is responsible for the core range of activities that promote and engage with the University's external environment and stakeholders. Bringing together the areas of Marketing and Communications, Student Recruitment and Outreach and External Relations, the Directorate is responsible for the strategic planning and operational delivery of key activities that support the university's ambitions for growth, diversity, increased profile, and that gives greater engagement with our advocates to support that ambition both in kind and through philanthropic support.

Our directorate aims:

- To be the recognised centre of expertise for brand marketing and student recruitment
- To take a holistic view of university-wide activities, providing management reporting and recommendations in the context of sector-wide trends; proactively seeking and applying market intelligence and benchmarking insight for competitive advantage
- To work in partnership with schools to best resource and plan for, identify and respond to marketing needs.
- To ensure that consistent, compelling, and correct information is promoted to potential students, their influencers and advisors in the most relevant, cost-effective and timely way.

The marketing team is committed:

- To be brand guardian and creative champion for the University of Salford, including core market proposition, plus guidelines on visual identity, style, and tone
- To deliver professional marketing resource to stakeholders across the university, specifically market research, corporate marketing, digital marketing, and creative design
- To add value to stakeholder briefs, ensuring commercial focus and relevant KPIs; to then deliver creative, innovative, evidence-based marketing solutions.
- To promote a culture of co-production, identifying opportunities to employ student talent in the generation of marketing content and activities.
- To ensure quality, measure return on investment (ROI) and efficiency.

Digital and creative marketing overview

The creative marketing team is dedicated to the creation, production, and delivery of professional marketing collateral for internal clients. This includes student recruitment, professional services, and the university's schools.

Acting as an internal resource, digital marketing and creative specialists work closely together to provide integrated marketing services to achieve the university's marketing objectives and meet clearly articulated key performance indicators (KPIs).

Working closely with marketing colleagues, the team receives and manages the creative process from brief to delivery, constantly refining marketing messages and enhancing content to deliver bespoke marketing campaigns to its clients.

Role overview

- The Digital Manager is responsible for developing & implementing key strategic digital marketing campaigns strategy for the university.
- Working with the marketing team, stakeholders, and external partners to identify and implement projects that contribute to the effective delivery of the digital marketing operational plan.
- Management of direct reports (number tbc)
- Defining and measuring success and tracking progress accordingly.

The role's purpose is to develop and deliver successful digital campaigns, coordinating activity across our website, advertising channels and owned platforms. There should be a fundamental understanding of the university applicant journey and the characteristics and qualities that students require from a university qualification.

The digital manager will report into the brand and campaign manager and work with other marketing & web team members to develop strategies and plans, ensuring digital marketing is delivered throughout the marketing team and wider organisation in a cohesive, consistent manner.

Role Purpose

- Be the department lead in the Management & maintenance of the university suite of digital marketing properties improving usability, design, content, data capture and conversion, conducting quarterly reviews and making recommendations for improvements based on data analysis.

- Oversee and support direct reports, ensuring they deliver work to a high standard. For the wider marketing team, provide training on best practices in tracking, digital advertising, reporting, analytics, and emerging trends in digital marketing and other requirements on a needs basis).
- Devise strategies to drive online traffic / data capture / conversions through the suite of university websites and digital assets.
- Develop and execute impactful digital marketing campaigns to support the department's student recruitment goals, with specific ownership of the Clearing and Postgraduate Open Day campaigns Collaborate with internal teams and external agencies to identify target audiences, define key messages, and generate engaging digital content.
- Liaise with external agencies and suppliers to ensure effective delivery of contracted work. Develop strong relationships with internal stakeholders to support digital marketing objectives. Establish and maintain external networks for benchmarking and sharing best practices.
- Use web analytics tools, such as Google Analytics, to track, analyse, and report on the performance of digital marketing initiatives. Generate regular reports and actionable insights to support decision-making and drive continuous improvement.
- Identify areas for measurement that impact the wider digital marketing strategy and implement measurement approaches accordingly.
- Collaborate with the Web Team to share resource and ensure best practices in digital marketing are implemented, particularly concerning marketing tracking, website analytics, content management, and SEO.
- Ensure the wider marketing team and senior marketing colleagues are kept informed about new initiatives and updates.
- Stay updated on the latest developments, technologies, and best practices in digital marketing. Share insights with the marketing team and identify opportunities for innovation and optimisation.
- Budgetary management of key university digital marketing campaigns to support recruitment priorities.

Administrative

- Pursue a professional interest in the national and international higher education (HE) sector

- Proactively develop the necessary skills and expertise to support the use of the latest digital marketing technologies; anticipate and respond to changing demands
- Proactively engage in professional development in order to ensure advancement of professional skills in the digital arena
- Comply with the personal health and safety responsibilities specified in the university health and safety policy
- Engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with university policy
- Be an active steward for the university brand, ensuring school-level adherence to agreed criteria and guidelines for visual identity, content, tone and style
- Commit to participating in the wider life of the university. This involves volunteering at university-wide events such as graduation, open days etc.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
- Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page.

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications

1. A first degree or equivalent (E)
2. Google analytics certification (E)

Background and Experience

3. Significant experience developing digital marketing programmes for a HE organisation (D)
4. Agency management experience, working with PPC/SEO, Creative agencies (campaigns & content), Experience managing PPC, SEO, e-marketing and content marketing programmes, driving ROI (E)
5. Understanding of financial control, budgeting and monitoring (D)

Knowledge

6. In-depth knowledge of a digital marketing communications environment (E)
7. Strong marketing skillset across the entire digital landscape (D)

Skills and Competencies

8. Data literate, able to review / assess / make recommendations post analysis (E)
9. Ability to research, prepare, justify and present digital marketing proposals (E)
10. Ability to present up to and including Senior Management level (E)
11. Multitasker able to work across multiple projects to tight timescales (E)
12. Excellent verbal, written, communication & listening skills (E)
13. Excellent IT skills within the Microsoft Office suite of products (D)